Hagerman Fossil Beds NM
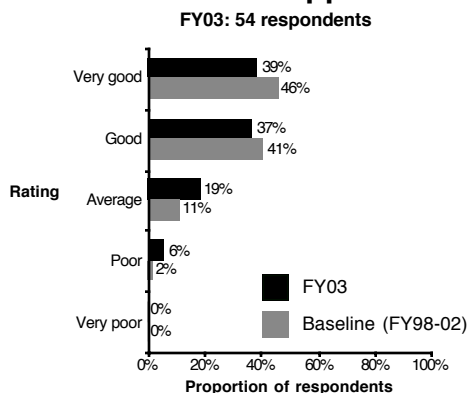## 2003 Visitor Survey Card Data Report

Introduction

To assist the National Park Service in complying with the Government Performance and Results Act (GPRA), a visitor survey was conducted in units of the National Park System in FY03. The survey was developed to measure each park unit's performance related to NPS GPRA Goals IIa1 (visitor satisfaction) and IIb1 (visitor understanding and appreciation).

The results of the Visitor Survey Card (VSC) survey conducted at this park are summarized in this data report. A description of the research methods and limitations is on the back page.

Below (left) is a graph summarizing visitor opinions of the "overall quality of facilities, services, and recreational opportunities." This graph compares FY03 data (shown in black) with baseline data (shown in gray). The satisfaction measure below this graph is a combined percentage of "good" and "very good" responses. This is the primary performance measure for Goal IIa1. (The satisfaction measure may not equal the sum of "very good" and "good" percentages due to rounding.)

Below (right) is the FY03 GRPA reporting measure for Goal IIa1. The percentage included in the box should be used for reporting GPRA Goal IIa1 performance. The response rate for this park survey was 39%.

Understanding the Results

Inside this report are graphs that illustrate the survey results. The report contains three categories of data—park facilities, visitor services, and recreational opportunities. Within these categories are graphs for each indicator evaluated by park visitors. For example, the park facilities category includes indicators such as visitor center, exhibits, restrooms, and so forth. In addition, responses for indicators within each category are averaged into a combined graph for the category (e.g., combined park facilities). The combined graphs compare FY03 data with baseline data.

Each graph includes the following information:

* the number of visitor responses for the indicator;
* the percentage of responses which were "very good," "good," "average," "poor," and "very poor;"
* a satisfaction measure that combines the percentage of total responses which were "very good" or "good;" and
* an average evaluation score (mean score) based on the following values: very poor = 1, poor = 2, average = 3, good = 4, very good = 5.

| Very Poor | 1 | 2 | 3 | 4 | 5 | Very Good |

The higher the average evaluation score, the more positive the visitor response.

Overall quality of facilities, services & recreational opportunities

FY03: 54 respondents

Rating		
Very good	39%	FY03
	46%	Baseline
Good	37%	
	41%	
Average	19%	
	11%	
Poor	6%	
	2%	
Very poor	0%	
	0%	

■ FY03
▨ Baseline (FY98-02)

Proportion of respondents

FY03: Satisfaction measure: 76%
Average evaluation score: 4.1

FY03 GPRA Reporting Measure for Goal IIa1

Percentage of park visitors satisfied overall with appropriate facilities, services, and recreational opportunities:

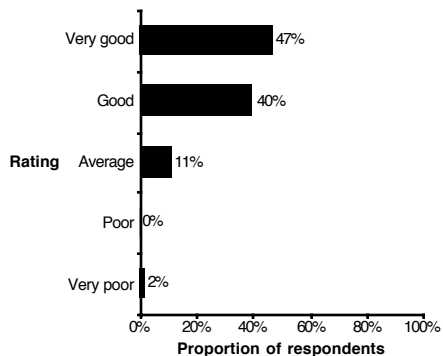### 76%

Visitor Center
FY03: 57 respondents

Rating	
Very good	47%
Good	40%
Average	11%
Poor	0%
Very poor	2%

Proportion of respondents

FY03:   Satisfaction measure: 88%
Average evaluation score: 4.3

Exhibits
FY03: 58 respondents

Rating	
Very good	43%
Good	26%
Average	26%
Poor	3%
Very poor	2%

Proportion of respondents
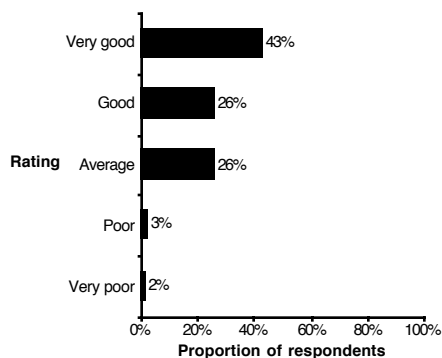
FY03:   Satisfaction measure: 69%
Average evaluation score: 4.1

Restrooms
FY03: 41 respondents

Rating	
Very good	41%
Good	41%
Average	12%
Poor	0%
Very poor	5%

Proportion of respondents
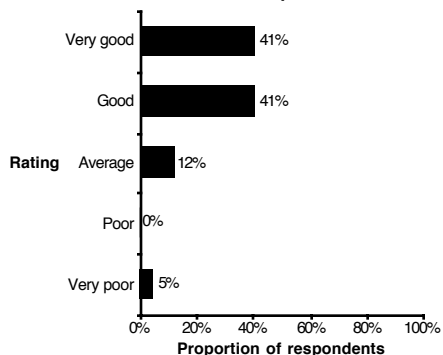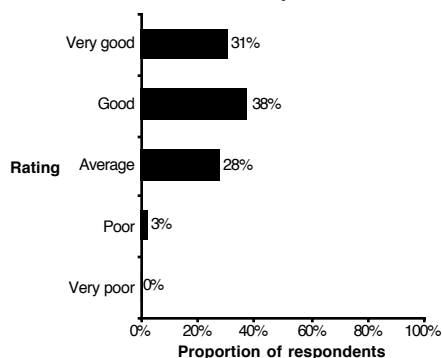
FY03:   Satisfaction measure: 83%
Average evaluation score: 4.1

Walkways, trails, and roads
FY03: 32 respondents

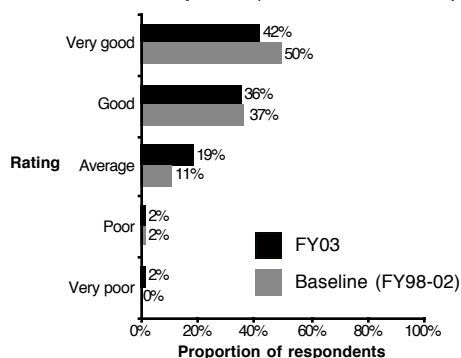| Rating	
Very good	31%
Good	38%
Average	28%
Poor	3%
Very poor	0%

Proportion of respondents

FY03:   Satisfaction measure: 69%
Average evaluation score: 4

Combined park facilities
FY03: 58 responses (based on 4 indicators)

Rating	FY03	Baseline (FY98-02)
Very good	42%	50%
Good	36%	37%
Average	19%	11%
Poor	2%	2%
Very poor	2%	0%

Proportion of respondents

FY03:   Satisfaction measure: 78%
Average evaluation score: 4.1

Hagerman Fossil Beds NM
Visitor Services

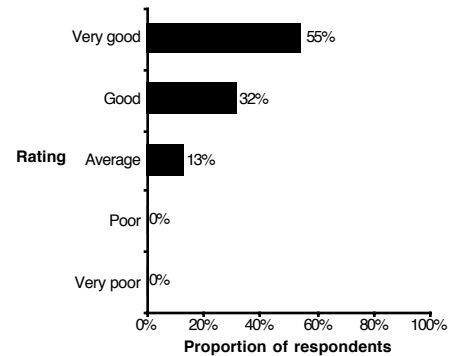### Assistance from park employees

FY03: 50 respondents

Rating	
Very good	78%
Good	18%
Average	4%
Poor	0%
Very poor	0%

Proportion of respondents
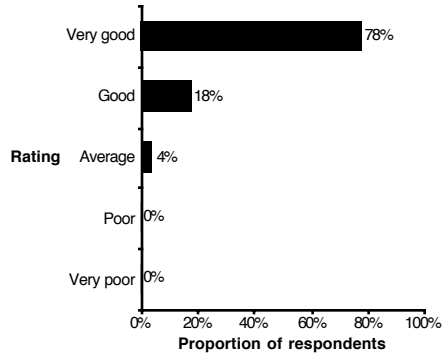
FY03: Satisfaction measure: 96%
Average evaluation score: 4.7

Park map or brochure

FY03: 47 respondents

Rating	
Very good	55%
Good	32%
Average	13%
Poor	0%
Very poor	0%

Proportion of respondents

FY03: Satisfaction measure: 87%
Average evaluation score: 4.4

Ranger programs

FY03: 22 respondents

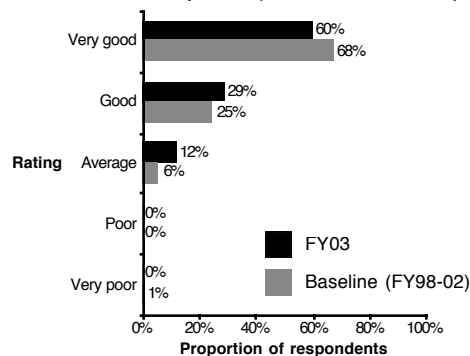| Rating	
Very good	27%
Good	45%
Average	27%
Poor	0%
Very poor	0%

CAUTION!

Proportion of respondents
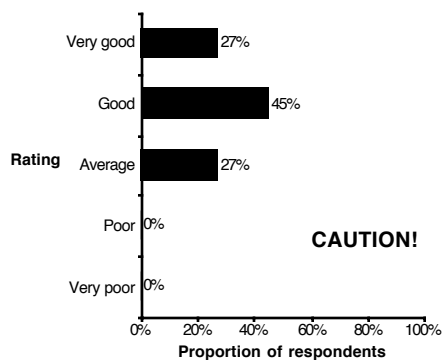
FY03: Satisfaction measure: 73%
Average evaluation score: 4

Combined visitor services

FY03: 50 responses (based on 3 indicators)

Rating	FY03	Baseline (FY98-02)
Very good	60%	68%
Good	29%	25%
Average	12%	6%
Poor	0%	0%
Very poor	0%	1%

Proportion of respondents

FY03: Satisfaction measure: 88%
Average evaluation score: 4.5

Hagerman Fossil Beds NM
Recreational Opportunities
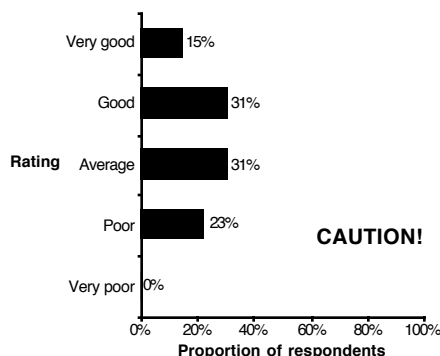
Learning about nature, history, or culture

FY03: 54 respondents

Rating	
Very good	46%
Good	31%
Average	19%
Poor	4%
Very poor	0%

Proportion of respondents
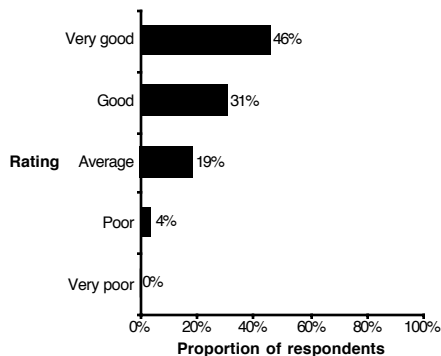
FY03:   Satisfaction measure: 78%
Average evaluation score: 4.2

Outdoor recreation

FY03: 13 respondents

Rating	
Very good	15%
Good	31%
Average	31%
Poor	23%
Very poor	0%

CAUTION!

Proportion of respondents

FY03:   Satisfaction measure: 46%
Average evaluation score: 3.4

Sightseeing

FY03: 41 respondents

Rating	
Very good	34%
Good	37%
Average	27%
Poor	2%
Very poor	0%

Proportion of respondents
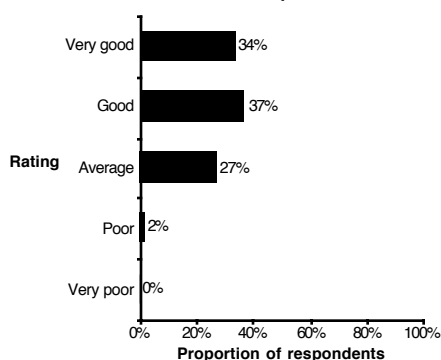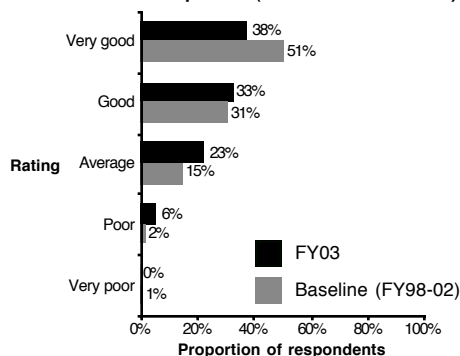
FY03:   Satisfaction measure: 71%
Average evaluation score: 4

Combined recreational opportunities

FY03: 54 responses (based on 3 indicators)

Rating	FY03	Baseline (FY98-02)
Very good	38%	51%
Good	33%	31%
Average	23%	15%
Poor	6%	2%
Very poor	0%	1%

Proportion of respondents

FY03:   Satisfaction measure: 71%
Average evaluation score: 4

Research Methods

Survey cards were distributed to a random sample of visitors in this park during the period August 1-31, 2003. The data reflect visitor opinions about this NPS unit's facilities, services, and recreational opportunities during the survey period. Visitors at selected locations representative of the general visitor population were sampled. The results do not necessarily apply to visitors during other times of the year, or park visitors who did not visit the survey locations.

Returned cards were electronically scanned and the data analyzed. Frequency distributions were calculated for each indicator and category. All percentage calculations were rounded to the nearest percent. The survey response rate is described on the first page of this report. The sample size ("N") varies from figure to figure, depending on the number of responses.

Caution is advised when interpreting any data with a sample size of less than 30. In such cases, the word "CAUTION!" is included in the graph. This report excludes any indicator with less than 10 responses.

For most indicators, the survey data are expected to be accurate within ±6% with 95% confidence. This means that if different samples had been drawn, the results would have been similar (±6%) 95 out of 100 times.

Report # HAFO803